

PATENT

ATTORNEY DOCKET No. 104.028-03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	)	
Ken R. POWELL, et al.	)	For: RETAIL SYSTEMS AND METHODS DISPLAYING
	)	VARYING DISCOUNT AMOUNTS FROM A
	)	PRODUCT SHELF, DEPENDING ON PREVIOUS
Serial No. 10/601,901	)	PURCHASE BEHAVIOUR OF A CUSTOMER
	)	(retitled)
Filed: June 24, 2003	)	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

AMENDMENT SUBMITTED WITH RCE

This is response to the Office Action mailed June 20, 2008, the period for response to which extends to September 22, 2008, September 20, 2008 falling on a weekend. Please amend the application as follows: